

This toolkit contains suggested language and visual assets for Ride Smart Chicago. Feel free to use your own style and tone, but the handles, language, and hashtags below are preferred and should be helpful to you.

### **BACKGROUND**

The Chicago Department of Business Affairs and Consumer Protection (BACP) ensures a fair and vibrant marketplace for businesses, workers and consumers in the City of Chicago. BACP licenses businesses and public vehicles, regulates business activity, protects consumers from fraud, enforces Chicago's labor laws, partners with business service organizations and provides education and resources for businesses.

BACP ensures Chicago's public vehicles are safe, reliable and provide residents and visitors a positive transportation experience. The Ride Smart Chicago campaign provides safety and consumer awareness information for passengers of taxicabs, ride-hail, and other public passenger vehicles.

### **HASHTAGS**

#RideSmartChi

### **VISUALS**

[Download graphics here.](#)

### **NEWSLETTER BLURB**

The Chicago Department of Business Affairs and Consumer Protection (BACP) ensures Chicago's public vehicles are safe, reliable and provide residents and visitors a positive transportation experience. The [Ride Smart Chicago](#) campaign provides safety and consumer awareness information for passengers of taxicabs, ride-hail, and other public passenger vehicles. Compliments or complaints may be reported to the CHI 311 system (call 3-1-1, use the CHI311 mobile app, or visit [311.chicago.gov](http://311.chicago.gov)).

Tips on smartly engaging taxicabs, ride-hail, and other for-hire-vehicles in Chicago:

1. Make sure you are getting into a licensed vehicle with a licensed driver.
2. Enter and exit curbside and make sure to look before opening vehicle doors.
3. Wear seat belts, even in rear seat of the vehicle.

Visit [Ride Smart Chicago](#) for more tips, including how to spot licensed versus unlicensed taxicabs.